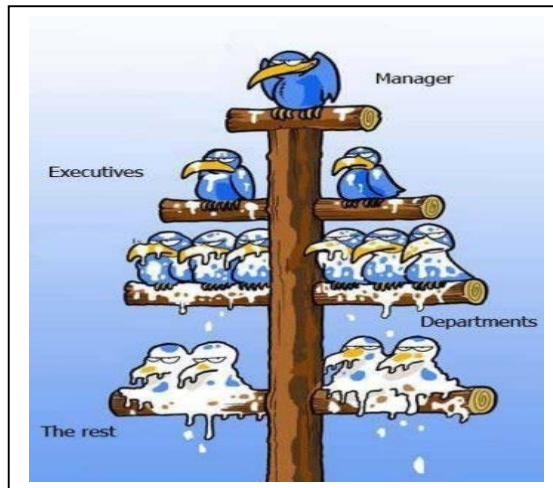


SWINBURNE
SENIOR SECONDARY COLLEGE

Business Management HOLIDAY HOMEWORK 2019



Teacher/Subject Coordinator Contact:	Gita Menon
Holiday Homework Required:	<ol style="list-style-type: none"> 1. Please see attached handout and complete it during the holidays using the text book and the internet. Prepare for a group presentation on the first class back. 2. Send a request to join the class FB page- Bus Man Yr 12 SSSC 3. Upload one news article/clip on the class FB page during the holidays that is not duplicated and related to the business you have chosen to research.
Recommended Work:	Read newspaper/online news articles and present at least one new business story in class after the break.
Resources Required for Subject:	CPAP Study Guide to VCE Business Management by John Mitchell 2020
Key Links:	<p>Check out the Business Management study design: Browse down to Unit ¾.</p> <p>http://www.vcaa.vic.edu.au/Documents/vce/busmngmnt/BusinessManagementSD-2017.pdf</p>
Additional Resources:	<p>www.teachingbubble.com and click on Unit 3 Outcome 1- watch videos and attempt practice Qs</p> <p>Edrolo- you are enrolled into this learning tool to work at your own pace at home.</p>



Name:

Business Management Holiday HW- Research Task

1) Read Ch 1- Types of businesses, Business objectives, characteristics of stakeholders and Areas of Management Responsibility- upto pg 23 and corporate culture pg 35-36

2) Choose **one** of the following businesses in Australia and research various aspects related to their business ownership, objectives, areas of management responsibilities, stakeholders and corporate culture

- ▶ Australia Post Woolworths Thank You Water Atlassian

Answer the following questions and create a fact file on the business:

- What type of business is it? Sole trader, partnerships, private limited companies, public listed companies, social enterprise and government business enterprises. Explain the business type.

- From the website, identify the business objectives- making a profit, increasing market share, fulfilling a market or social need, meeting shareholder expectations. If you cannot locate them on the website, create them.

- Most businesses organise their management into areas of responsibility- Human Resources, Sales and Marketing, operations, finance and technology support. Identify contributions made to the business's objectives by one or more of these management areas. You may need to read media reports on the business's achievement and relate to the management area responsible for it.

- Define stakeholders. Identify the stakeholders of the business and explain any conflict of interests they may have therefore putting pressure on the business' strategies. You may need to imagine a situation if you do not find media reports on stakeholder interests and clashes.

- Define corporate culture and based on the website for your business, elaborate on the official corporate culture of the business.

- Find a recent news story on the business you have chosen and highlight the issue in brief. Is it having a positive impact on the business achieving its objectives or a negative impact?

- Define corporate social responsibility. Browse through the “Community” or “About Us” tab on the business website and identify initiatives where they are having a positive impact on society, the community, the environment or their employees over and above the legal requirement.

THAT’S IT FOLKS!



**KEEP
CALM**

AND

LOVE

BUSINESS MANAGEMENT